IN THE CLAIMS:

1. (Currently Amended) A method for providing enhanced advertising of a 2-D broadcast, comprising:

receiving the 2-D video broadcast including a first advertisement having a 2-D image;

identifying the 2-D image within the first advertisement, wherein 2-D image is identified based on its characteristics and exclusively at a viewer's equipment;

looking-up a matching 3-D object in an image library, wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image instead of the 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

2. (Previously Presented) The method according to claim 1, wherein there are one or more images within the first advertisement.

3. (Original) The method according to claim 1, further comprising using a look-up table to identify the matching 3-D object.

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4.   (Previously Presented)   The method according to claim 3, further comprising displaying the enhanced first advertisement on a display device, comprising a television, computer monitor, and liquid crystal display.

5.   (Original) The method of claim 4, further comprising

overlaying the image with the matching 3-D object.

6.   (Original) The method of claim 5, wherein overlaying the image further comprises:

   overlaying specular lighting; and

   overlaying shading.

7.   (Currently Amended) A system for providing enhanced advertising of a 2-D video broadcast, comprising:

means for receiving the 2-D video broadcast including a first advertisement having a 2-D image;

   means for identifying the 2-D image within the first advertisement,

wherein said 2-D image is identified based on its characteristics and exclusively at a viewer's equipment;

   means for looking-up a matching 3-D object in an image library,

wherein the library comprises one or more 3-D objects; and

means for using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image instead of the original 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

8.   (Previously Presented)   The system according to claim 7, wherein there are one or more images within the first advertisement.

9.   (Original) The system according to claim 7, further comprising means for identifying the matching 3-D object.

10. (Previously Presented) The system according to claim 9, further comprising means for displaying the enhanced first advertisement on a display device, comprising a television means, computer monitor means, and liquid crystal display means.

11.   (Original) The system according to claim 10, further comprising means for overlaying the image with the matching 3-D object.

12.   (Original)   The system according to claim 11, wherein means for overlaying the image further comprises:

means for overlaying specular lighting; and

means for overlaying shading.

13.   (Currently Amended) A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D broadcast, said plurality of instructions when executed by a computer, cause said computer to perform:

receiving the 2-D video broadcast including a first advertisement having a 2-D image;

identifying the 2-D image within the first advertisement, wherein the 2-D image is identified <u>solely</u> based on its characteristics and exclusively at a viewer's equipment;

looking-up a matching 3-D object in an image library, wherein the library comprises one or more 3-D objects; and

using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image instead of the original 2-D image.

14.   (Previously Presented)   The computer-readable medium of claim 13, wherein there are one or more images within the first advertisement.

15.   (Original)   The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform using a look-up table to identify the matching 3-D object.

16.   (Previously Presented) The computer-readable medium of claim 15 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform displaying the enhanced first advertisement on a display device, comprising a television, computer monitor, and liquid crystal display.

17.   (Original)   The computer-readable medium of claim 16 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform overlaying the image with the matching 3-D object.

18.   (Original) The computer-readable medium according to claim 17, having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform overlaying the image, cause said computer to further perform:

    overlaying specular lighting; and

    overlaying shading.

19.   (Currently Amended)   A set-top box for generating 3-D enhanced advertising from 2-D video broadcasts, comprising:

a processor coupled to a bus; and

a storage device coupled to the bus, wherein the storage device is configured to store a library of 3-D objects;

wherein the processor receives the 2-D broadcast including a first advertisement having a 2-D image; identifies the 2-D image within the advertisement, wherein said 2-D image is identified based on its characteristics and exclusively at a viewer's equipment; looks-up a matching 3-D object in the library; and uses the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image instead of the original 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

20.   (Previously Presented)   The set top box of claim 19, wherein one or more images are within the first advertisement.

21.   (Original) The set top box of claim 20 wherein the processor uses a look-up table to identify the matching 3-D object.

22.   (Previously Presented) The set top box of claim 21, further comprising a
display device that displays the enhanced first advertisement, wherein the
display device comprises a television, a computer monitor, and a liquid crystal
display.